

Roles and Responsibilities

National Eye Institute

- Review all requests and initiate discussions with interested parties (e.g., vision-related organizations, shopping center management, state and local agencies, and NEI grantee institutions).
 - Make final decisions on the tour schedule, sites, dates, and length of exhibition.
 - Contract with an exhibit management company to schedule and manage **THE EYE SITE** exhibit tour.
 - Coordinate with the exhibit management company, Host Committee, and the shopping center management on all activities and events.
 - Supply brochures, posters, and media-related materials.
- Provide an exhibit management company that will manage the tour and provide the following services:
 - Research and recommend shopping center sites and provide demographic information
 - Set the exhibit tour schedule approved by NEI
 - Serve as the primary contact with shopping center personnel
 - Make all arrangements for shipping and installation/dismantling of the exhibit and for storage of crates during the exhibition
 - Negotiate the exhibit dates and prominent exhibition display area, and sign the lease agreement with shopping center management
 - Maintain and pay for property and personal liability insurance for the exhibit
 - Make storage arrangements for the exhibit as necessary
 - Check twice daily to make certain the exhibit is in presentation order and that the electrical elements are operational
 - Reboot the interactive multimedia program when necessary
 - Monitor all repairs to the exhibit
 - Develop a special events plan for the exhibit tour
 - Consult with the local Host Committee and shopping center in exhibit promotion and onsite events/activities



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Regional Host Committee

- Send a letter of commitment to NEI agreeing to the roles and responsibilities of a Host Committee.
- Invite other groups (e.g., vision-related organizations, state and local agencies, and NEI grantee institutions) in the area to join the Host Committee and/or participate in events surrounding the exhibit. This should include groups representing underserved/minority populations in the region.
- Consult with the exhibit management firm on shopping center selection and exhibition dates.

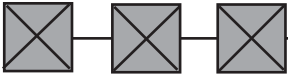
Costs

- **NEI Exhibit Fee.** Pay a flat fee of \$10,000 for the use of the exhibit in four malls in one metropolitan market area during a three- to four-month period. This fee covers all shipping, installation, dismantling, shopping center selection and coordination, assistance with event planning, and media and promotional materials. Tours to fewer than four shopping centers will be priced on a case-by-case basis.
- **Mall Fees.** If necessary, cover mall fees.
- **Events Fees.** Cover any costs associated with Host Committee-sponsored events, including rental of event equipment (e.g., sound system and chairs). Plan and execute onsite events and activities. Some suggested event ideas are provided by the NEI on page 46 of this packet.

- Plan, coordinate, and cover costs for all event logistics (e.g., media kit, media mailings, event invitations and mailings, photography, catering). The NEI will supply samples and suggested templates for several promotional items.
- Prepare a list of all the state and local low vision resources and services for an exhibit panel and flyer. (See sample on pages 24–26.)
- Develop a media and publicity plan for the exhibit opening and events. Work with the exhibit management company, shopping center, and Host Committees' public relations offices to promote the exhibit. NEI will provide suggested media-related materials including a "boiler plate" press release and public service announcements for radio and TV.
- Recruit local experts in low vision to serve as spokespersons for media interviews. (Three spokespersons are recommended.)
- Recruit a local person with low vision to feature for human interest stories/features.
- Whenever possible, schedule local experts and/or volunteers to either staff the exhibit during peak mall hours or offer public information sessions with question and answer periods. Schedule a training session for volunteers using the Exhibit Storyline on pages 3–7 and Tips for Volunteers on page 51–52.
- Provide NEI with a final report, including press and video clips, media coverage and reach, print ads, a referral report, etc.

Sponsorship and Event Policy

The National Eye Institute (NEI) sponsors **THE EYE SITE** throughout the country. Various public events will be scheduled during the tour at the malls. The NEI welcomes the participation of local ophthalmologists, optometrists, vision rehabilitation specialists, nonprofit organizations, and commercial entities in these events including the opening ceremony, public lectures, demonstrations of low vision devices, screenings, tours of the exhibit, and Question and Answer sessions, etc. However, at no time are companies or private practice eye care professionals allowed to promote their own products and services at or near the exhibit. No "commercial" promotions are permitted during the exhibition.



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Shopping Center Management

The exhibit management company designated by NEI will coordinate the exhibit planning with each shopping center. Following is a list of the shopping center's roles and responsibilities.

- Provide a prominent rent-free display area in the mall for the exhibit. A minimum of 400 square feet of exhibit space is required.
- Provide a mall floor plan indicating the display area, electrical outlets, loading area, and freight elevators, if required.
- Provide shopping center demographics.
- Consult with the exhibit management company and the Host Committee to plan and coordinate onsite events and activities.
- Sign a lease agreement with the exhibit management company.
- Implement, in coordination with the exhibit management company and the Host Committee, a media and advertising campaign for the exhibit. Use the following channels: press releases (one before the opening and one during the exhibition); merchant newsletters; public service announcements on radio and TV; and the shopping center signage system (outdoor and indoor marquee, directories, and posters). As the shopping center budget permits, promote the exhibit through planned advertising buys. NEI or its designated representative should approve all promotional items.
- Provide routine mall security.
- Store the exhibit crates for the duration of the exhibition.
- Provide a final report including copies of media coverage (both print and electronic), print ads, and monthly mall traffic.

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